

## OFFICE OF OUTREACH

The mission of the Office of Outreach is to provide national leadership and coordination for programs and services across USDA to ensure equal and timely access to USDA programs for all constituents, with emphasis on the underserved.

The Office of Outreach will assist ASCR in achieving:

**Objective 5: Achieve an efficient USDA-wide outreach program for all customers.**

**Performance Indicator:** Effective outreach efforts to socially and economically disadvantaged persons.

**Actionable Strategies:**

- Convene Outreach Planning Working Group
- Develop and submit into clearance process a *Departmental Manual/Regulation* that includes the development of basic principles of outreach
- Design the framework for comprehensive/integrated outreach planning to include development of basic principles of outreach
- Create a coordinated/integrated USDA outreach plan with milestones
- Incorporate information from the “Section 10798 report” and other reports into the comprehensive outreach plan
- Secure approval, publish and disseminate the outreach plan
- Implement and execute the outreach plan
- Track USDA agency compliance with comprehensive outreach plan
- Provide workshops on USDA programs and services
- Provide technical assistance and training workshops on USDA programs and services to socially and economically disadvantaged persons who have never attended a USDA workshop or received technical assistance.

**Performance Measure 1:** Number of socially and economically disadvantaged persons who are first-time attendees at workshops on USDA programs and benefits.

*Baseline:* 2006 – TBD

*Target:* 2010 – TBD

**Performance Measure 2:** Number of socially and economically disadvantaged persons who are first-time recipients of technical assistance and attendees at training workshops on USDA program application and participation requirements.

*Baseline:* 2006 – TBD

*Target:* 2010 – TBD

*Target:* 2010 – TBD

**Objective 6: Create and strengthen partnerships with community and faith-based organizations, corporations, foundations, educational institutions and other targeted communities to build coalitions for USDA programs and opportunities.**

Office of Outreach will proactively work with community and faith-based organizations, minority-serving colleges and universities, as well as other governmental agencies to promote partnerships and strategic solutions to outreach challenges.

**Performance Indicator:** Stronger partnerships that ensure equal and timely access to USDA programs and opportunities.

**Actionable Strategies:**

- Define USDA partnerships
- Conduct activities that identify barriers that impede on the trust level between USDA and its customers. Once identified, work with USDA agencies and customers to identify solutions
- Facilitate joint meetings of the partners and USDA Officials
- Coordinate participation and attendance of USDA officials in activities and events given by partners
- Provide feedback to USDA officials on issues and concerns expressed by partners
- Identify new organizations-representing diverse audiences-with which to build partnerships and coalitions
- Develop a “shared vision” which supports the goals and objectives of USDA and the new organization
- Conduct activities that build trust, improve relationships and enhance the Department’s image
- Facilitate meetings between partners and USDA officials
- Attend and participate in activities of partners
- Provide feedback on issues and concerns expressed by partners to USDA officials

**Performance Measure 1:** Percentage of existing partnerships whose relationships with USDA have been enhanced.

*Baseline:* 2005 – 30% of existing partnerships have been enhanced with better communication, additional resource contacts, and better working relationships.

*Target:* 2010 – 100% of existing partnerships will be enhanced

*Incremental Targets:* 2006: 60%; 2007: 70%; 2008: 80%; 2009: 90%; and 2010: 100%

**Performance Measure 2:** Number of newly established partnerships and coalitions.

*Baseline:* 2005 – A total of 10 existing partnerships/coalitions.

*Target:* 2010 – Anticipate 50 newly established partnerships/coalitions.

*Incremental Targets:* 2006: 18; 2007: 26; 2008: 34; 2009: 42; and 2010: 50

**Objective 7: Increase the awareness of USDA programs and opportunities for the socially and economically disadvantaged persons and also under-represented persons.**

Office of Outreach will utilize the data on gaps in service delivery and develop effective strategies to improve program awareness and participation. The primary means of delivering this objective will be

through two performance indicators that involve the development and delivery of effective communication strategies to promote outreach efforts; sharing information on USDA policies and practices; and coordinating and assisting in planning conferences and workshops to extend the resources of USDA to the underserved.

**Performance Indicator 1:** Increased awareness of USDA programs' availability and opportunities

**Actionable Strategies:**

- Convene monthly meetings of the Agency Outreach Coordinators, Conference Coordinators, Gay & Lesbian Employee Advisory Council and other specialty outreach groups
- Use the USDA Outreach Plan to establish the Department's annual outreach effort and calendar
- Provide workshops, training sessions and other events on USDA programs and opportunities using a variety of strategies, venues and learning technologies
- Use evaluation results from workshops and training sessions to guide future awareness activities

**Performance Measure:** Number of new socially, economically disadvantaged and under-represented persons made aware of USDA programs' availability and opportunities.

*Baseline:* 2005 – At least 100,000 persons have been made aware of USDA programs' availability/opportunities through workshops, training sessions, and etc.

*Targets:* 2010 – At least 160,000 persons will be made aware of USDA programs' availability/opportunities through workshops, training sessions, and etc.

*Incremental Targets:* 2006: 112,000; 2007: 124,000; 2008: 136,000;  
2009: 148,000; and 2010: 160,000

**Performance Indicator 2:** Increased awareness of USDA program application and participation requirements.

**Actionable Strategies:**

- Provide technical assistance and training workshops on USDA programs and opportunities
- Monitor, evaluate, and report to the ASCR all outreach activities conducted by USDA agencies and offices

**Performance Measure:** Number of socially and economically disadvantaged persons who are made aware of application and participation requirements.

*Baseline:* 2005 – At least 100,000 persons have been made aware of participation requirements.

*Targets:* 2010 – At least 160,000 persons will be made aware of participation requirements.

*Incremental Targets:* 2006: 112,000; 2007: 124,000; 2008: 136,000;  
2009: 148,000; and 2010: 160,000